

September 2010

DESIGNER. With over eight years of experience, I have become proficient in both user interface design and branding as well as knowledgeable of current and emerging technology. I have the skills to conceptualize and pitch ideas, manage end-to-end production, and work on multiple projects at one time. I take great care in understanding the requirements of a project, learning about the end user, collaborating with the client, design, and development teams, and creating experiences that extend the brand and engage the user. This is usually done in a fast-paced environment, working closely with team members as well as independently.

The contributions I make to the teams I work for extended beyond client projects. I am strongly committed to my profession and believe that curiosity, education, and participation lead the way to innovative design solutions. I value versatility and have welcomed a broad range of design challenges into my portfolio. In addition to my visual and technical skills, I enjoy contributing to the design community through writing articles, attending lectures, and participating in industry events. Collaborating with colleagues who share my drive and scope is always a bonus and often encouraged.

My goal is to contribute to the design industry by bringing my knowledge to an environment where it can become a catalyst for innovative problem solving. I am passionate about studying how we think, learn, and communicate. I believe this interest helps me understand people and create effective user experience solutions.

Please visit www.lesleypalfreyman.com to view my portfolio and write or call if you think there is a place for my skills on your creative team.

Sincerely,
Lesley Palfreyman

www.lesleypalfreyman.com
palfreyman.lesley@gmail.com
650-380-5956

EXPERIENCE

Art Director and Lead Designer, 2008–present

The Oya Group www.oyagroup.com

- Interactive design for consumer-facing websites, highly functional web applications, and engaging Flash media (animation and ActionScript)
- Brand development for Silicon Valley software corporations; ability to sketch, pitch, produce, and code has kept company competitive and profits in-house
- Collaborative relationship with developer partners; encourage emerging tech solutions
- Frequently present design solutions to founders, CEOs, and Venture Capitalists
- Won two Silver ADDY awards and was a national finalist for Virtual PBX website design
- Accounts include Cisco, Synopsys, Adify, Virtual PBX, MarkLogic, Intacct, and Ingres

UI & UX Design Consultant, 2010

Popcrowd Software (Android) <http://popcrowd.net/beta/>

- User experience and user interface design for a series of Android applications
- Contribution has grown into an identity design, graphics, and website development role

Associate Art Director, 2005–2008

Kane & Finkel Communications www.kaneandfinkel.com

- Primary interactive media designer; brand management and international campaign concepts with account team; digital video, information design, identity design, and some illustration
- Established digital video production capabilities and employee training program
- Presented with offer to become company's first interactive designer
- Account assignments included OrthoNeutrogena, Abbott, and Astellas (US and Europe)

Junior Art Director and Media Buyer, 2002–2005

Inspire Advertising & Design, Concept 3 Advertising www.inspireadvertising.com

- Worked with founding partners on print and digital media projects for national accounts
- Produced pre-press material, managed media planning, and prepared concept designs
- Offered full-time position in 2000 after completing summer internship in 1998
- Account assignments included JVC, Volvo Trucks, Hankook Tires, and Stanley Tools

EDUCATION

Communication Design Honors, NSCAD University 2000–2002

Bachelor of Design, NSCAD University 1997–2000

- Major Communication Design Honors, Minor Digital Media
- Limited entry program; graduating thesis presentation and exhibit
- Elected Class President and Student Representative of the design department

National College of Art and Design, Ireland

- Visiting student, Department of Design, Fall 2001

Bay Area Video Coalition

- 3D Graphics, 2008
- Video Production II, 2007
- Final Cut Pro, Advanced Editing Techniques, 2007

CAPABILITIES & INTERESTS

- Adobe Creative Suite, Final Cut Pro, Flash, CSS, HTML, Axure, basic JavaScript and ActionScript
- Excellent drawing, writing, and presentation skills; work well in collaborative projects
- Active member of Puget Sound SIGCHI, IxDA, BayCHI, Western Art Director's Club, and AIGA
- Invested interest in cognitive science, emerging technology, digital video, and design theory
- Passionate about the mind, hiking, performing arts, and building things (wood, art, craft)

PROJECT ACCOMPLISHMENTS

Microsemi www.microsemi.com (*work in progress*)

Website and Online Catalog Redesign

- In visual design stage of massive re-structuring and design of online semiconductor catalog
- Partnered with developers (SourceN) and an international client team to work on complex task-oriented user experience, part input tools, parametric search, and visual design
- Improving usability for internal and external users, designing an intuitive framework, developing prototypes for testing, creating a clean interface to enable rapid search, and participating in the complete design lifecycle are among my objectives

Cisco (*work in progress*)

Inclusion & Diversity Campaign

- Campaign will cover full communication plan including print, tradeshow, social, and online
- Received outstanding praise from Cisco brand manager, requesting use for “what we think are ‘best practices’ examples”

PRO Zoom Camera 5x <http://popcrowd.net/beta>

UI, UX, and Branding

- Early adopter with over 500,000 users on the Android Marketplace; reviewed in NYT
- Major mobile retailers in Japan and the UK are using the app’s logo in marketing material
- Agile development as new mobile devices emerge, each one having their own specs and screen dimensions/resolutions

Virtual PBX www.virtualpbx.com (*Note: client altered homepage since redesign*)

Website Redesign

- Complete redesign of large site for company that pioneered the virtual PBX
- Discovered users were hesitant to sign-up due to confusion about the service; successfully pitched creative solution; sign-ups doubled and support calls significantly dropped
- Pitched concepts to company founder, CEO, COO, and executive team
- UI emphasized answering technical question up front and improving info architecture
- Major clean up of 500+ page site architecture; discovered pages client didn’t know existed
- Contributed to development and managing junior programmers
- Won two Silver ADDYs and was a finalist in the National ADDY awards; best 1st quarter ever

The Oya Group www.oyagroup.com

Website and Brand Redesign

- Complete concept to development site redesign; included JavaScript, PHP, and ActionScript
- Dramatically improved SEO, industry association, and registered company on Google Places
- Led efforts in major re-brand of company in order to increase industry visibility
- Helped transition company into interactive design marketplace
- Work alongside CEO and SVP on new business strategy, hiring, vendor relationships, and creative direction; manage company communications (newsletter, blog)

ALOM (*not available to public—see online portfolio*)

Intranet Redesign

- Fulfillment company, which has major corporations using its intranet to manage their inventory, logistics, and reporting, needed an interface redesign after a decade of use
- Customizable dashboard was introduced to accommodate power users’ needs, and reporting procedures were simplified for the light users
- Won the approval of the CEO’s husband, Jakob Nielsen!

ONLINE PORTFOLIO

www.lesleypalfreyman.com

Authorized to work in the US (green card holder)

DIGITAL

ALOM Compass Intranet UI	1
Digital Strata Entity Agent App UI	1
Virtual PBX Website	2
Popcrowd Software Website	2
PRO Zoom Camera Android App UI	3
The Oya Group Website	3

PRINT

Adify Invitation	4
Buongiorno Sales Material	4
The Oya Group Collateral	5
Prograf Direct Mailer	5
Ertaczo Direct Mailer	6
Abbott Digest Ad	6

IDENTITY

MarkLogic Corporation	7
The Oya Group	7
Advagraf	8
PRO Zoom Camera	8
Popcrowd Software	9

VIDEO / MOTION*

Living-e Flash Banner	9
Virtual PBX Flash Banner	10
Open Cut Short Film	10
Madeline Minx Music Video	11

ILLUSTRATION

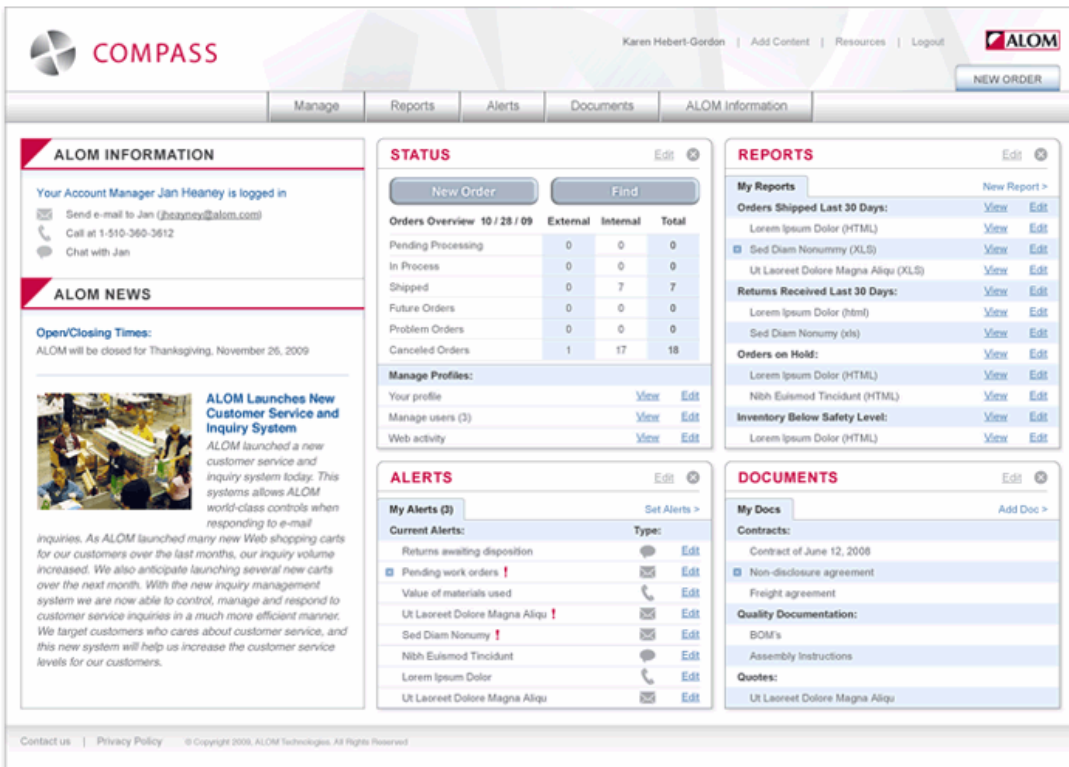
Graphite Drawing	11
Poster Illustration	12
Watercolor	12

PHOTOGRAPHY

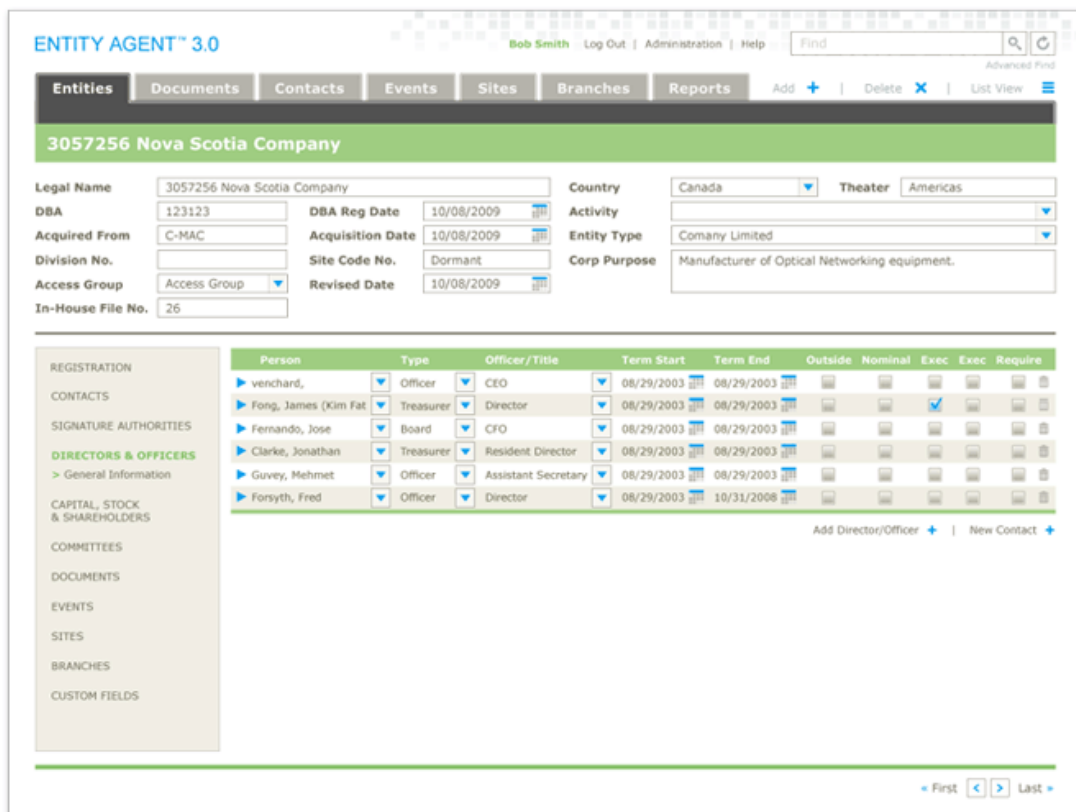
Black and White Shoes	13
Black and White Greyhound	13

*please visit www.lesleypalfreyman.com to view motion pieces.

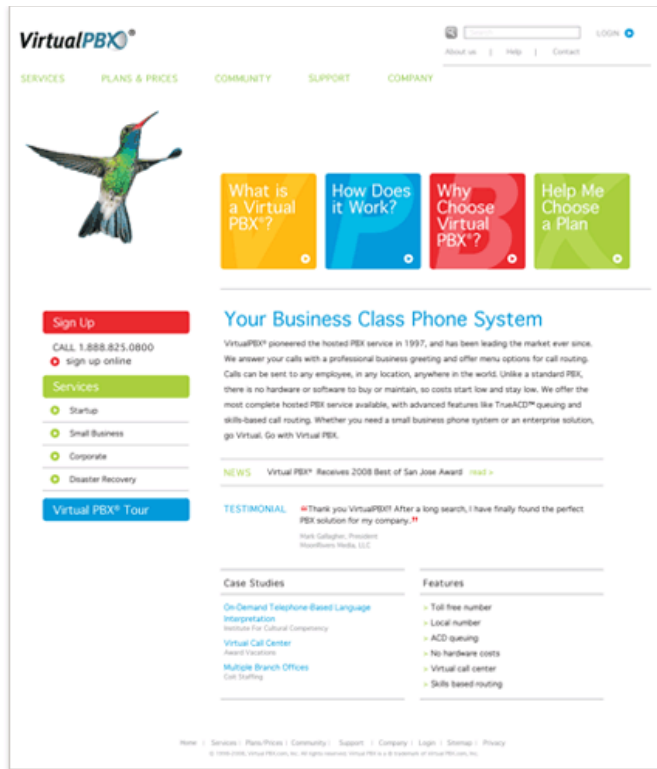
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Art Director and Senior Designer
Re-design of ALOM's intranet user interface.



Art Director and Senior Designer
Re-design of Digital Strata's Entity Agent app user interface.



Art Director and Senior Designer
 Re-design of Virtual PBX's website including Flash animation, information architecture, and javascript.



User Interface /Experience Designer and Developer
 Creation of online presence for Popcrowd Software's apps.



User Interface and Experience Designer

Popcrowd Software's top selling app, PRO Zoom Camera, on the Android marketplace.



Art Director, Senior Designer, and Developer

Re-design of The Oya Group's website after brand re-design. Javascript, Action Script, HTML, and CSS.



Art Director and Senior Designer

Designed invitation (print and electronic) for exclusive conference after-party hosted by Adify.

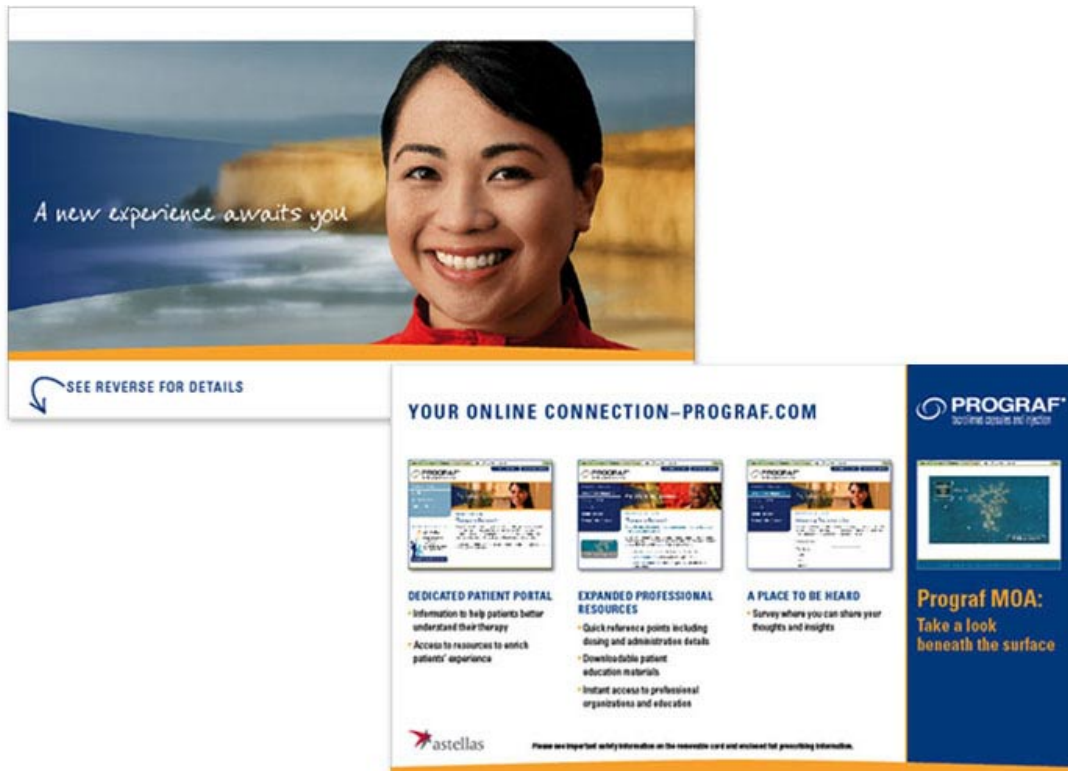


Art Director and Senior Designer

Designed sales material series and folder for Italian mobile media company entering the US market.



Art Director and Senior Designer
Designed business system and event invitations for The Oya Group.



Associate Art Director
Designed direct mailer with Sr. Art Director for Prograf's True Believer campaign.

OrthoNeutrogena
 5760 West 56th Street, Los Angeles, CA 90048

In the treatment of tinea pedis
 You can get there in low gear ...

Not all imidazoles are alike—
 learn more inside ...

...or, you can
 supercharge
 treatment

Historically, imidazoles are trusted and effective—yet not all are the same

- Some are only fungistats—not fungicidal
- Some do not address inflammation, itch, or other symptoms associated with patient discomfort

Kick antifungal action into high gear with ERTACZO

ERTACZO® (terbinafine hydrochloride) cream, 1%
 The fungicidal, anti-inflammatory, anti-itch imidazole^{1,2,3,4}

ERTACZO is indicated for the topical treatment of interdigital tinea pedis. In clinical trials, subjective adverse events occurred in 2% of patients receiving ERTACZO and in 2% of patients receiving vehicle. These reported adverse events included contact dermatitis, dry skin, burning skin, application site reaction, and skin tenderness. Please see accompanying full prescribing information.

ERTACZO is available in 30 g tubes.

ERTACZO®
 (terbinafine hydrochloride) cream, 1%

TINEA STOPS HERE
www.ertaczo.com

Contact your OrthoNeutrogena® representative or visit www.ertaczo.com to learn more about this high-performance imidazole.

Associate Art Director

Designed direct mailer series with Creative Group Supervisor for Ertaczo's competitive campaign.

NEW FreeStyle® Lite
 Blood Glucose Monitoring System

ACCURACY YOU CAN TRUST,
 SIMPLICITY THAT LIFE DEMANDS

- No coding—One less step
- World's smallest sample size—Less pain with proven accuracy
- Small meter for discreet testing
- Both backlight and port light—Test even in low light

FreeStyle Lite meter uses only FreeStyle Lite test strips

New FreeStyle Lite
 Blood Glucose Monitoring System
 Accuracy & Simplicity for busy people

FreeStyle systems are covered by Medicaid, Medicare, and most health plans

Abbott
 A Promise for Life

NEW FreeStyle® Lite
 Blood Glucose Monitoring System

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New FreeStyle Lite
 Blood Glucose Monitoring System
 Accuracy & Simplicity for busy people

Abbott
 A Promise for Life

Associate Art Director

Designed FreeStyle Lite digest ad series following strict Abbott style guide rules (supervised by CD).



Art Director and Senior Designer

Re-designed MarkLogic Corporation's logo. Included presentation to CEO, founder, and board members.

Oya

Art Director and Senior Designer

Re-designed The Oya Group's logo after brand audit and competitive analysis.



Associate Art Director

Created initial concepts for Prograf's European product. Design finalized by Sr. Art Director.



Identity Designer

Designed logos and icons for Popcrowd Software's Android applications.



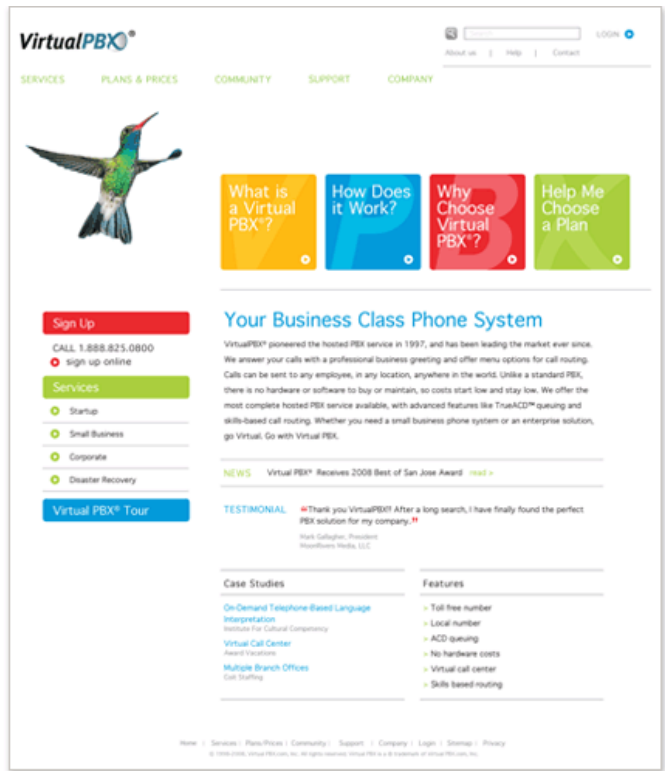
Identity Designer

Designed logo for Popcrowd Software, a developer of Android applications.



Art Director, Senior Designer, and Flash animator

Living-e website's homepage banner design and Flash animation. Design extended to international sites.



Art Director and Senior Designer
 Directed Flash animation and development of Virtual PBX interactive banner. Won two Silver ADDYs.



Editor
 Post-production editing, sound, and compression of Open Cut competition project.



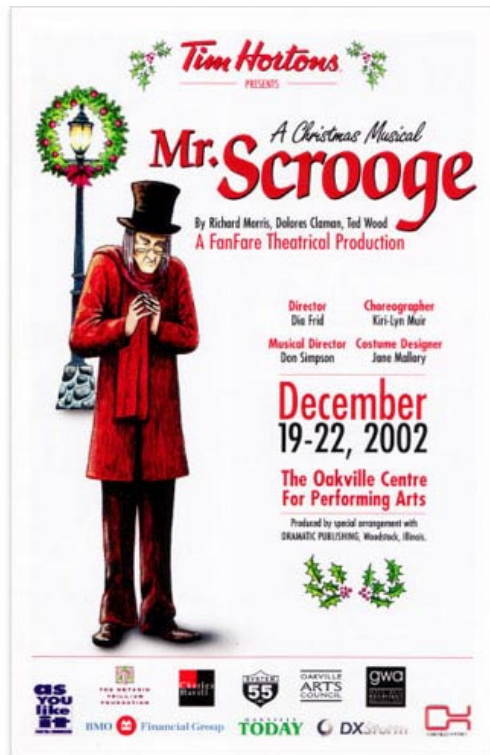
Pre- and Post-production Video

BAVC video course project involving pre-production planning, filming, and post-production editing.



Illustrator

Drawing exercise using graphite on paper.



Illustrator

Poster illustration in gouache for FanFare Theatre's production of Mr.Scrooge.



Illustrator

Watercolor painting for WADC art auction fund-raiser.



Photographer
Black and white photography, Nikkormat 35mm



Photographer
Black and white photography, Mamiya 120mm
